

## SCOTTISH GROCER FEATURE SYNOPSIS

July 2022

### Functional & Energy

Editorial contact for this feature is

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Deadline for editorial submission: Friday 27<sup>th</sup> May

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as market share, market trends and details of brand activity.*
- *It's always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity.*
- *And please feel free to provide anything else you think is relevant.*

For some time now, functional and energy drinks have been the stars of soft drinks in growth terms. In this feature we'll take a look at current category trends and ask brands to weigh in with their views on what makes a great functional and energy offer in convenience. We would welcome comments on the following:

- How would you assess the performance of functional and energy drinks in Scottish c-stores? What are the key trends that retailers should be aware of? How have category trends evolved now that consumers are spending far more time out of their homes than they did over the last two years?
- What does the convenience channel do well when it comes to ranging/merchandising functional/energy drinks in store? Where are the areas with potential for improvement? What do other channels do well and how could convenience improve in these areas?
- What pack formats are proving popular in functional/energy at the moment?
- How important is flavour innovation to success in functional & energy? What advice can you offer retailers with limited space when it comes to trialling NPD? How can retailers ensure they're offering consumers the most exciting new products, without wasting space in the chiller?
- What merchandising/ranging advice can you offer retailers?
- Do you have any NPD or campaigns you would like to shout about?